

Social Media Communications

What is Social Media?

Interactive, media-rich communication platforms. At NWS, we're using Facebook, Twitter, and YouTube, which are some of the most popular social media networks in America.

	Facebook	Twitter	YouTube
Description	THE network for social media – connect with friends, family, and brands	Short, rapid messages (tweets) from friends, celebrities, officials	Video sharing for the masses – accessible videos for all
Common Terms	Like, Comment, Share	Tweet, Retweet, Follow	Like, Subscribe
American Adults Using	71%	18%	72%
Post Lifespan	A day or two	Minutes to hours	Forever
How NWS is using...	<ul style="list-style-type: none"> • Monitor for reports • Answer questions • Publish graphics/text communicating hazards over hours to days ahead of time • Share safety messages, info about new products, etc. 	<ul style="list-style-type: none"> • Monitor for reports • Answer questions • Publish graphics/text communicating hazards over next few minutes to hours to days 	<ul style="list-style-type: none"> • Short web briefings • Longer-form safety videos
How we can work together	<ul style="list-style-type: none"> • SHARE our posts • Comment with reports when appropriate 	<ul style="list-style-type: none"> • Retweet our tweets • Tweet us reports 	<ul style="list-style-type: none"> • SHARE our videos
Strengths	<ul style="list-style-type: none"> • Most popular network • Real-time stats and feedback • Easy interaction and sharing 	<ul style="list-style-type: none"> • Best for quick, urgent messages • Concise format gets right to the point • Very mobile-friendly and easy to include media 	<ul style="list-style-type: none"> • Videos can play on any platform (mobile, tablets, PCs of any kind, TVs, etc.) • Closed Captioning built-in (automatic or can upload your own) • Subscribers can be notified when a video is published
Weaknesses	<ul style="list-style-type: none"> • Comments require occasional moderation (can use filters) • FB will time-shift posts (include a timestamp on time-sensitive posts!) 	<ul style="list-style-type: none"> • 140 characters per tweet • Messages have a short lifespan 	<ul style="list-style-type: none"> • Producing video requires equipment, software, and skills • Message is seen over a longer timespan than Twitter or FB



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